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# THE UNIVERSITY OF WISCONSIN

## University Extension Division

## Milwaukee Area

U. S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE
Office of Education

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# ANNUAL REPORT, 1958-59

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ED000231

## Letter of Transmittal

The annual report of the activities of the University Extension Division in the Milwaukee area is herewith submitted. The report for 1958-59 is again submitted in some detail. However, the professional activities of the staff are reported only as they relate to Extension programs. As was shown last year, the staff in the Milwaukee office, as elsewhere in the University, carries a heavy and varied load of professional activities. In this report, some attention is directed to future plans of the Extension Division in the Milwaukee area as well as to the organization of Extension activities and the need for conference-institute facilities.

The quality and quantity of Extension services carried on in the Milwaukee area have been possible because of the thoughtful and generous assistance of Dr. Adolfson and Dr. Klotsche and their administrative staffs. Other staff members at both UW and UW-M have been most cooperative in developing the Extension program here. The competency of the staff working in the Milwaukee office has been a source of gratification and has been reflected in the quality of the programs carried on in the Milwaukee area.

Respectfully submitted,

LeRoy Peterson

LeRoy Peterson
Associate Dean

# ANNUAL REPORT OF EXTENSION ACTIVITIES - MILWAUKEE AREA
## For Year Ending June 30, 1959

During the past year the University Extension Division in the Milwaukee area has continued to function as part of a total state-wide Extension service. Staff from Madison has been used in the Milwaukee area and Milwaukee staff has been used throughout the state as needs required and specialties permitted. After two years of operation within the concept of a state-wide extension program utilizing the resources of the University of Wisconsin, University of Wisconsin--Milwaukee, and the several Extension Centers to provide services where needed, it is becoming increasingly apparent that this is a desirable format for effective Extension services.

In conducting programs in the Milwaukee area, a total of 53 staff members from UW-M were utilized in the Extension Division's program in 1958-59. While the majority of these were used in television, UW-M staff also participated in the following other professional activities:

Analysis and Compilation of Materials (Public Assistance Data)

Conferences

Course Writing for USAFI

Fee Grading for Correspondence Study

Inservice Education for Teachers

Institutes

National Science Foundation Program

Lectures

Preparation of Directed Study Materials

Reading Improvement Program

Research

Special Classes

One of the very important phases of the University Extension program in the Milwaukee area during the past year was its television offering.

By agreement, systematic course instruction on the air, credit or non-credit, within the broad policy control of the UW-M Radio and Television Committee, is a function of the University Extension Division. During the past year, the Extension Division, in cooperation with UW-M, has produced six series for television, plus the airing of three kinescoped shows. Four of the produced shows were of a semester (approximately) duration. They are:

Faces of the City

Focus on Conflict

Behind the News

Creative Design

Holiday of Music was televised during the Christmas recess period and included a series of six productions of one-half hour length.

Creative Design, Art 62a, carried three University of Wisconsin credits and was available through correspondence study. A total of 48 people were enrolled in some capacity. Thirty-two received regular University credit; two were non-credit students, and 14 were self-study students. Letters, telephone calls and private contacts indicated a large number of viewers, in addition to the 48 enrolled.

During the summer of 1959 Education 115, Social Issues and Education,was televised. It was on the air for one hour daily for the six weeks' summer session. It carried three credits, either graduate or undergraduate. There were thirty-four enrolled in the course and many additional students and adults were regular viewers of the

program. Nearly one hundred students not taking the course for credit viewed it on the UW-M campus with some degree of regularity. The staff for this course included both professors from UW-M and authorities from other universities. This course, as well as Art 62a met with general enthusiasm from those enrolled.

In the production of the television shows in Milwaukee, 38 staff members at UW-M appeared on the programs. Twelve persons, in addition to the person responsible for each of the series, appeared more than once.

Three kinescoped courses were offered in Milwaukee during the past year:

Effective Reading

Spanish for Travelers

Conversational German

These programs were kinescoped in Madison and were used in Milwaukee, as well as in other communities in the state. All of the above programs were presented over Channel 10, WMVS-TV, the educational station in Milwaukee.

The Milwaukee area programs were produced by Dr. Otto Schlaak, with Miss Dorothy Miniace serving as coordinator of the programs. Mr. Robert N. Dick, Assistant Director of Field Services, and Mr. Donald N. Andresen, Radio-Television Coordinator, advised on all programs in the Milwaukee area and related them to the state-wide program in television.

During 1959-60, it is anticipated that more programs will be presented since a producer will be employed on a half-time rather than on a one-fourth time basis. More programs for commercial stations and

those which may be used state-wide are contemplated. Mrs. Claudine Shannon started work, half-time in television production and half-time in informational services, September 1, 1959, in the Milwaukee area.

In addition to television, a substantial number of other activities were carried on in the Milwaukee area. They will be reported under the following major divisions:

1) Bureau of Lectures and Concerts
2) Commerce Department
3) Education Department
4) Nursing Department
5) Political Science Department (Bureau of Government)
6) School for Workers
7) Other Extension Activities

Bureau of Lectures and Concerts

The work of the Bureau of Lectures and Concerts in the Milwaukee area was carried on by Mrs. Grace Chatterton, Assistant Director of the Bureau. In the school assembly program, she contacted 89 schools in Milwaukee County, 19 in Waukesha County, 7 in Ozaukee County and 6 in Washington County, for a total of 121 schools. This included all of the public high schools in the four counties. With two exceptions the contacts were in conferences by appointment with the principals and teachers at the individual schools.

Sixty-five sales contracts were made in the Milwaukee area, for which $11,302.82 was paid to the Bureau. It is estimated that, on the average, a contract covers four programs for a total of 260 programs under the 65 contracts. It is estimated that, on the average,

500 pupils saw each performance. On this basis it is estimated that 130,000 pupils in the Milwaukee area saw the school assembly programs last year.

Artist auditions, i.e., viewing the artists in action was considered an essential part of the school assembly program in the Milwaukee area, as well as the "ironing out" of difficulties which invariably arise in fielding a program of this type. This responsibility in the Milwaukee area was the obligation of the Assistant Director of the Bureau.

The Badger was delivered to all high schools in the area and served as a fine contact source. Next year the Ivy will also be provided schools in the Lakeshore area.

In addition to the contacts for the school assembly program, a substantial number of other contacts were made, both personally and through letters. For example, all public elementary schools in Milwaukee County, in addition to those booking the school assembly programs, all Catholic parochial schools, all Lutheran parochial schools, the larger public and private nursing homes as well as certain school administrators in the area were contacted.

A preliminary survey of Milwaukee Community Arts Program was made through personal contact with leaders in the several areas of the arts. These personal contacts include:

John Anello, Director, Florentine Opera Company;
Director, Milwaukee County "Music Under the Stars"

Milwaukee Art Center - Children's Art Programs Committee

Dr. Klotsche, Provost, UW-M

Edward Mangum, Director, Miller Theatre

Dr. Ehrlich, Music Director, Jewish Center

Robert Buntrock, Public Relations Division, Milwaukee Association of Commerce

Jay Scriba, Editor, LET'S SEE Magazine

Walter Monfried, Art Critic, The Milwaukee Journal

UW-M faculty:

Raymond H. Myers and Lester E. Fuhrmann, Speech Department, UW-M

Charlotte R. Major and Robert Schellin, Art Education Department, UW-M

Milton H. Rusch and Gregoria Suchy, Music Department, UW-M

Fern G. Ehlers, Ruth Kriehn, and Grace C. Hildreth, Physical Education and Dance, UW-M

This sketchy survey indicated need for coordination and strengthening of cultural opportunities in the Milwaukee area, under auspices of the University. Receptivity of community leaders toward University leadership was clearly indicated.

Several conferences were held with students and faculty at UW-M relative to arranging for talent for the Union programs on campus. One additional program of Pro Arte was arranged with music lovers in the community.

It has been the responsibility of the Bureau of Lectures and Concerts to organize a faculty speaker roster which includes UW-M, as well as Madison University staff. This roster includes a brief biography of each speaker. Availability of UW-M faculty for commencement talks is being publicized. The Bureau also assisted the UW-M music groups in scheduling their tours.

A mailing list of 4,000 Milwaukee area citizens interested in the arts has been compiled. This list includes:

1) Civic leaders in arts and organization officers in Milwaukee area.

2) Milwaukee Art Center membership mailing list.

3) Wisconsin Alumni Association paid members in Milwaukee area.

Preliminary plans are being laid to move ahead, more vigorously in the fine arts in the Milwaukee area. Mrs. Chatterton, working in Milwaukee to a greater extent, and Sherwood Collins, devoting half-time to Milwaukee, will provide additional time and personnel in this important area. It is hoped that an extensive program can be developed involving faculty, students, and community groups in an expanding program in all of the fine arts.

Part of this future program will be the exertion of renewed efforts to get higher quality productions into the schools. Some of the schools in the Milwaukee area are already asking for better quality. In other cases, the idea will need to be promoted. Where higher quality production means higher costs for programs, it will, in some instances, require the cooperation of community groups, as well as schools, in the financing. It should also result in larger audience for the productions.

It is also possible that schools and other community groups can be prevailed upon to come into Milwaukee, preferably to the UW-M campus, for excellent cultural activities. If this can be done, superior talent can be made available.

A much closer working relationship between UW-M, the Extension Division and art and cultural groups in the community is needed. Efforts in that direction are well started at the present time.

Commerce Department

The Commerce Department of the University Extension Division in the Milwaukee area is under the direction of William E. Breese. Mr.

Breese is also Associate Chairman of the University Extension Department of Commerce.

The academic year, 1958-59, saw increasing activity on the part of the Milwaukee Commerce Department of the University Extension Division. The number of conferences and special classes offered during 1958-59 increased in number. The number of business firms and associations contacted was also greater than in 1957-58. A substantial part of the work of the Commerce Department was developing contacts for future programs and establishing advisory committees which can be used in developing future commerce offerings in the Milwaukee area.

Confusion still exists in the minds of Milwaukee's businessmen concerning the University of Wisconsin--Milwaukee and the University Extension Division. Much time is spent making contacts and informing businessmen of the services the University offers through the Extension Division. It is hoped that eventually businessmen will come to the Extension Division to seek aid in solving their problems, rather than the Extension Division going to the business firms to explain its services. Progress has been made, but continued effort must be devoted to this public relations responsibility.

During the past year, an Administrative Management Division was formed in Milwaukee, primarily through Mr. Breese's efforts. This organization is the first of its kind in the nation and is a new division of the Society for the Advancement of Management. Membership is limited to administrative executives of smaller business firms. The membership has grown to forty at the present time. Membership includes presidents, vice presidents, general managers,

and chairmen of the board of directors of various Milwaukee firms that conform to the Small Business Administration's definition of small business firms. The Administrative Management Division, and more particularly its executive committee, is considered an advisory group to the Commerce Department in Milwaukee. During the year Mr. Breese attended the National Council for Small Busines Management Development. He served on the Executive Committee and as chairman of Curriculum and Methods Committee of that organization in 1958-59. He has been elected Central Region Vice-President for 1959-60 and chairman of the 1960 Conference Committee for the same organization.

He has also served on the:

1) Educational Committee, Milwaukee Chapter, National Office Managers Association

2) Conference Committee, 1959 Milwaukee Chapter National Office Managers Association

3) Executive Committee, Administrative Management Division of Milwaukee Chapter of the Society for the Advancement of Management

4) Program Committee of the Milwaukee Chapter for the Society for the Advancement of Management

5) National Committee member of the Small Business Committee of National Society for the Advancement of Management

6) National Committee of Motor Fleet Supervisor Training

The Commerce Department, for the first time in 1958, offered a three-day conference to the personnel of Credit Unions of Wisconsin and surrounding states. This conference, Credit Union Management, enjoyed significant success and, because of the desire of the Wisconsin Credit Union League and Credit Union people in Wisconsin, will become an annual affair. The conference was held in Kenwood Hall on the campus of The University of Wisconsin--Milwaukee.

The success of this conference resulted in working more closely with the Wisconsin Credit Union League and development of a core curriculum for Credit Union personnel. The proposed curriculum, which may be offered in 1959-60, will include such courses as: Credit Union Accounting, Credit Union Law, Credit Union Promotion, and Credit Union Management. Upon the completion of this curriculum, each individual will receive a certificate from the University of Wisconsin Extension Division attesting to his successful completion of the courses and receive An Eight-Hour Certificate in Credit Union Management. The Fox River Valley district of the Wisconsin Credit Union League has been chosen as a pilot area for this certificate program.

Another program planned by the Commerce Department in Milwaukee was a one-half day conference held in May, 1959. This conference, called Implications of New Legislation Concerning Small Business Financing, met a major need for service to the business firms of metropolitan Milwaukee and the Lakeshore area. Ninety-three businessmen accepted invitations and attended the conference.

The Commerce Department in Milwaukee, during the past year, attempted to use various means for promotion of its conferences. Past experience indicated that brochures announcing the conferences, institutes, and special classes were not always doing a satisfactory job of promotion. Therefore, for two different offerings of this office, brochures were not used. A multilith letter was sent instead. In both instances, an excellent response was received, as compared with past responses to brochures. Two cases, of course, do not establish a rule, but future experiments with promotion will be made in an effort to devise a promotional system that will keep expenditures compatible with the number of conferees enrolled.

The following section summarizes the activities conducted by the Commerce Department during the academic year, 1958-59:

| | Attendance |
|---|---|
| Credit Union Management Conference, August 11-14, 1958 | 36 |
| Current Management Problems Institute, Sem. I | 18 |
| Commercial Vehicle Maintenance Institute, Sem. II | 34 |
| Analysis of Financial Statements for Non-Financial Executives, Sem. II | 22 |
| Implication of New Legislation Concerning Small Business Financing, May 19, 1959 | 93 |
| Business In The Home, a 13-week radio series over commercial station WFOX, Milwaukee, Sem. II. This series is to be made available to the state radio network and commercial radio stations throughout the state. | |

The following contacts were made during the year, 1958-59, regarding future conferences:

Administrative Management Division of Milwaukee, Chapter, S. A. M.

National Automatic Merchandising Association: Mr. Clint Darling

Division of Industrial and Port Development, State of Wisconsin: Mr. David Carley

International Cargo Handling Coordination Association: Mr. Robert Matthes

National Committee, Motor Fleet Supervisor Training: Amos Nyheart

Employers Association of Milwaukee: Mr. Andy Anderson, Mr. P. N. Ekholm

Wisconsin Institute of Super Markets, Inc.: Mr. Fred Wienke

Wisconsin Motor Carriers Association: Mr. John Varda

Wisconsin Fuel Dealers Association: Mr. C. L. Angler

A number of individual companies were also contacted. A partial list includes:

Lindsay Brothers, Inc.

W. F. Thiele Company

Fabricated Metal Products Company

Cities Service Oil Company, Milwaukee Office

W. E. Green Engineering, Waukesha

Klau-Van Pietersom-Dunlap, Inc.

Kargard Company

Ansul Chemical Company

Cramer-Krasselt Company

Metal Processing Company

Williams Steel and Supply Company

Wehr Steel Company

Bostrom Manufacturing Company

Stanek Tool Corporation

Dickten and Masch Manufacturing Company

Wesley Steel Treating Company

Acme Gear Company

Geiger Automatic Sales Company

A. R. Gieringer Tool Corporation

Hein-Werner Corporation

Nichol Machinery Co., Inc.

Gleason Steel Corporation

A number of conferences have already been planned for 1959-60 in co-operation with the Milwaukee Chapter, National Office Managers Association. These include:

Second Annual Credit Union Management Conference, August 10-13
Efficient Terminal Management, Fall

Business Climate, Fall

Current Management Problems Institute, Fall

Commercial Vehicle Maintenance Institute, Fall

Analysis of Financial Statements for Non-Financial Executives, Fall

Service Station Management (Special Class), Fall

Techniques of Using Overseas Shipping Services, Winter

Administrative Management Development (Special Class), Spring

1960 National Conference, National Council for Small Business Management Development

Cargo Handling Aspects of the Trial Year of Seaway Operation: 1960 Conference of the International Cargo Handling Coordination Association, Winter or Spring

Effective Fleet Operation, Spring

Credit Union Accounting (Fox River Valley), Fall

Credit Union Business Law (Fox River Valley), Winter

Week-Long conferences which are planned for the summer of 1960 include:

National Council for Small Business Management Development, June 27-July 1, 1960 (confirmed)

Administrative Management Development Conference, July 25-29, 1960

Management Problems of Hospital Administrators, August 8-11, 1960

Third Annual Credit Union Management Conference, August 8-11, 1960

In addition to his other activities Mr. Breese has spoken to the annual convention of:

1) Wisconsin Association of Financial Companies, 33rd Annual Convention, December 2, 1958, 125 attending

2) Wisconsin Watchmakers and Jewelers Annual Convention, Fond du Lac, April, 1959, 100 attended

3) Society for the Advancement of Management, Northland Chapter, Marinette, April 16, 1959, 40 attended

In addition he has spoken to various service clubs and P. T. A. organizations. He has also shown the film University of the People on two occasions where he has been present to discuss the services of the University Extension Division.

Education Department

The programs in education have been carried on under the direct supervision of the Associate Dean, working with administrative personnel in the Department of Education in Extension in Madison and the School and Departments of Education at UW-M. During each of the semesters of 1958-59, two staff members at UW-M, Lanore A. Netzer and William A. Jenkins, were employed half-time in budgeted positions in the Extension Division. They offered classes at Sheboygan, Cedarburg, Wauwatosa, Menomonee Falls, West Allis, Racine, and Reedsburg. The tabulation below shows the credit class offering and the enrollment:

First Semester, 1958-59

| Course No. | Name of Instructor | Where Offered | Enrollment |
|---|---|---|---|
| Educ. 115 | W. A. Jenkins | Cedarburg | 19 |
| Educ. 132 | Lanore Netzer | Racine | 18 |
| Educ. 115 | W. A. Jenkins | Sheboygan | 37 |
| Educ. 194 | Lanore Netzer | West Allis | 22 |

Second Semester, 1958-59

| Course No. | Name of Instructor | Where Offered | Enrollment |
|---|---|---|---|
| Educ. 115 | W. A. Jenkins | Menomonee Falls | 16 |
| Educ. 174 | Lanore Netzer | Reedsburg | 47 |
| Educ. 115 | W. A. Jenkins | Wauwatosa | 13 |

A seminar in Educational Administration, discussed later, was also conducted. In addition to the credit classes in education, Sociology 78 was offered for teachers in West Bend. There were 15 enrolled in this course.

The non-credit offerings in education listed in the following tabulation show both the non-credit offerings in the Milwaukee area

and non-credit programs offered elsewhere in the state by UW-M personnel. All employment of UW-M staff was cleared through the Milwaukee office of the Extension Division. The following offerings were scheduled in-service programs. They most frequently consisted of three two-hour sessions, generally scheduled one week apart. The sessions included both presentation and discussion.

First Semester, 1958-59

| Subject or Topic | Name of Instructor | Where Offered | Enrollment |
|---|---|---|---|
| Teaching of Science | Ernest A. Bellis | Pewaukee | 38 |
| Teaching of Science in the Elementary School | Ernest A. Bellis | Delavan-Darien | 317 |
| Building the Elem. School Curriculum | Neal Billings | Washburn | 20 |
| Discipline at Home and School | Neal Billings | Ashland | 100 |
| Discipline at Home and School | Neal Billings | Kewaunee | 29 |
| Building the Elem. School Curriculum | Neal Billings | Slinger | 29 |
| Discipline at School and Home | Neal Billings | Hortonville, Omro | 75 |
| Guidance | Lawrence P. Blum | Pardeeville | 26 |
| Guidance | Lawrence P. Blum | Columbus | 53 |
| Guidance | Lawrence P. Blum | Waupaca | 46 |
| Sociometric Techniques in the Classroom | Anthony V. Ingrelli | Delavan-Darien | 317 |
| Mental Health in the Classroom | Anthony V. Ingrelli | Williams Bay | 23 |
| Mental Health in the Classroom | Anthony V. Ingrelli | Sevastopol et al | 25 |
| Legal Problems | LeRoy Peterson | Appleton | 250 |
| Legal Problems | LeRoy Peterson | Reedsville et al | 60 |

| Subject or Topic | Name of Instructor | Where Offered | Enrollment |
|---|---|---|---|
| Legal Problems | LeRoy Peterson | Fish Creek | 50 |
| Legal Problems | LeRoy Peterson | Pulaski | 35 |
| Improving Human Relations in School and Community | Herman Weil | Burlington | 70-75 |
| Discipline at Home and School | Neal Billings | Luxemburg | 30 |
| Discipline at Home and School | Neal Billings | New London | 40-45 |
| Guidance | Lawrence P. Blum | Iola et al | 43-56 |
| Guidance | Arden C. Eichsteadt | Wautoma et al | 70 |
| Guidance | Arden C. Eichsteadt | Cudahy | 113 |
| Legal Problems | LeRoy Peterson | Portage | 100 |

During the past year, two important educational conferences were held:

1) Southeastern Wisconsin Administrators' Conference

2) Secondary Education Conference (Education for the Extremes)

The dates held and enrollments at these conferences are given below:

| Name of Conference | Date Held | Enrollment |
|---|---|---|
| Southeastern Wisconsin Administrators' Conference | January 17, 1959 | 101 |
| Secondary Education Conference | April 18, 1959 | 71 |

The first of these conferences was planned by a special planning committee, with representatives from the following organizations:

The University of Wisconsin School of Education

The University of Wisconsin--Milwaukee School of Education

The University Extension Division

Wisconsin School Administrators' Association

Wisconsin Elementary School Principals' Association

Milwaukee Elementary School Vice-Principals' Association

State Department of Public Instruction

Wisconsin High School Principals' Association

Wisconsin Association of School Boards

Wisconsin Junior High School Principals' Association

A similar conference, planned by the same groups, plus the Wisconsin Association of Supervision and Curriculum Development, is scheduled for January, 1960.

In addition, the Extension Division cooperated with UW-M in sponsoring a seminar in educational administration. While the number enrolled was disappointing (eight enrolled), the quality of the course was such that an additional seminar is requested by the principals in this area, starting in January, 1960. It is hoped that the proposed seminar may embody television presentations, utilization of study materials and research and classroom discussion.

The Extension Division in Milwaukee has also been represented on a committee established by the Milwaukee Junior Bar Association, which planned a comprehensive, year-long offering for teachers in the Milwaukee Schools under the general title, Foundations of Freedom. This program is being financed largely through a grant from The Fund for the Republic. Milwaukee teachers will receive credit on the salary schedule for taking this course.

A course in science for teachers (Biology 102A) was offered in Milwaukee through the Extension Division, supported by grant from the National Science Foundation. This grant to the Extension Division

of $12,550 made it possible to offer an enriched course in science for teachers in the Milwaukee area, as well as a course in mathematics in the Fox River Valley.

A three-day regional conference on Vocational Rehabilitation of the Mentally Retarded was conducted by the Extension Division and the Vocational Rehabilitation Division of the United States Department of Health, Welfare, and Education. There were twenty-five trainees and thirteen consultants and other participants in this program. A grant of $5,002 was received to conduct this conference.

The Education Department, through the Milwaukee office, has participated with the State Committee on Teacher Education and Professional Standards in a study of in-service programs in Wisconsin schools in 1957-58. This study, reported in the July, 1959, issue of School Board News, will probably be published by the Wisconsin Educational Association in the fall of 1959.

Additional services carried on by UW-M staff in the Department of Education include:

1) Gerald Gleason: Research in the education of superior elementary school students via correspondence study.

2) Henry Kaczowski: Consultation at Ladysmith.

Education of Superior Elementary Pupils (Description of 1) above)

During recent years the Correspondence Study Department has received an increasing number of requests for elementary school pupils to enroll in correspondence study courses for high school credit. Occasionally, permission has been granted but enrollment generally has been limited to high school students.

In December, 1958, Charles Wedemeyer, Director of the Correspondence Study Department, called a meeting to consider enrolling

elementary pupils for high school credit. Representatives of city and county school systems, the State Dept. of Public Instruction, the University of Wis., and University of Wisconsin-Milwaukee were invited to the meeting at which the decision was made to institute the research study on the enrollment of superior elementary pupils in high school correspondence study courses.

The purpose of the study is to compare the effectiveness of correspondence study and classroom study of first-year algebra by superior achieving eighth grade students. The subject of algebra was selected because relatively precise measurement and evaluation instruments are available. Eighth grade students were selected because of the availability of comparable control groups.

During the spring of 1959, the following screening tests were administered to approximately 210 seventh and eighth grade students in 48 elementary schools in southeastern Wisconsin: verbal and non-verbal intelligence tests, reading and arithmetic achievement tests, and an algebra aptitude test. On the basis of these results, three groups were selected

1) An experimental group of forty-one eighth grade students who will study algebra by correspondence during 1959-60
2) A control group of fifty-three eighth grade students who will study algebra in classrooms in 1959-60. These students are in city school systems which offer algebra to superior achieving eighth grade students.
3) A control group of fifty-four ninth grade students who will study algebra in regular ninth grade classes in 1959-60.

A third control group of ninth grade students who will study algebra by correspondence during 1959-60 will be selected during Sept., 1959.

At the end of the 1959-60 school year, algebra achievement tests will be administered to all groups. It is hoped that the results of the experimental program will provide answers to such questions as:

1) Is it advisable to permit superior achieving eighth grade students to enroll in correspondence study courses in algebra?

2) What criteria should be established for the selection of such students?

3) What attitudes are developed toward algebra as a result of correspondence study?

4) What special arrangements or changes in the course of study are necessary for such students?

5) Are there other courses which would be suitable for correspondence study by such students?

It should be emphasized that this study is designed to assess the value of <u>one possible</u> method of meeting the needs of superior achieving elementary students, particularly in <u>small</u> schools which do not have facilities or personnel to adequately meet these needs. The results should have broad implications for future programs for academically superior elementary pupils.

It is apparent that as the Extension program develops in Milwaukee, the Associate Dean of the Extension Division cannot continue full responsibility for operation of the Department of Education in Extension. This will mean that in the future some staff member in Education appointed jointly by UW-M and the University Extension Division should be assigned responsibilities for the organizational activities and other functions for the Education program in the Extension in the Milwaukee area.

With the availability of the large variety of non-credit classes from UW-M, it does not seem likely that additional staff will be needed by the Extension Division to offer in-service programs, workshops, conferences, etc. However, it would appear that appointments in addition to the present budgeted positions will be necessary in the credit class area, particularly if the variety of offerings is to be increased. It is anticipated that if a person were employed for one class per semester, continuous instruction could be used in each of the following fields:

1) Counseling and Guidance
2) Educational Psychology and Pupil Adjustment
3) Foundations of Educational Measurement
4) History and Philosophy of Education
5) Supervision
6) Teaching of Science in the Elementary School

This would probably require a greater travel distance from Milwaukee but would implement the concept of a state-wide Extension service utilizing the best resources from UW, UW-M, and the Extension Centers.

Department of Nursing

The Department of Nursing in the Milwaukee area is under the direction of Mrs. Elizabeth Regan. In this capacity, Mrs. Regan is responsible for both credit and non-credit work.

A credit class in nursing, 20a, was offered in Milwaukee during the first semester of 1958-59. During the same semester, Mrs. Regan offered Nursing 20b at Green Bay. During the second semester, credit classes were offered by Mrs. Regan in Milwaukee and Racine. A summer session course, Nursing 20a, was offered on the Madison campus this summer (1959). The following tabulation shows the enrollment during each of the semesters and summer.

First Semester, 1958-59

| Course No. | Name of Instructor | Where Offered | Enrollment |
|---|---|---|---|
| Nursing 20b | Elizabeth Regan | Green Bay | 38 |
| Nursing 20a | Elizabeth Regan | Milwaukee | 30 |

Second Semester and Summer, 1958-59

| Course No. | Name of Instructor | Where Offered | Enrollment |
|---|---|---|---|
| Nursing 20b | Elizabeth Regan | Racine | 14 |
| Nursing 20b | Elizabeth Regan | Milwaukee | 17 |
| Nursing 20a | Elizabeth Regan | Madison | 8 |

A number of non-credit activities have been carried on in the Milwaukee area. Details on these are listed below:

| Subject | Participants | Cooperating Agency | Enrollment |
|---|---|---|---|
| Orientation to Nursing | UW-M students planning to enroll in UW School of Nursing | UW-M | 9 |
| Planning for Nursing Service Administrators Institute | Head Nurses, Supervisors | --- | 67 |

| Subject | Participants | Cooperating Agency | Enrollment |
|---|---|---|---|
| Planning for Clinical Teaching Institute | Beginning Instructors of Nursing | EACT Section of Milw. Dist. Nurses Assoc. | 34 |
| Refresher Course No. 1 | Inactive R. N.'s | Milwaukee County Hospital | 21 |
| Refresher Course No. 2 | Inactive R. N.'s | Milwaukee County Hospital | 21 |

All of these non-credit activities were held in the Milwaukee area. The first three were held on the UW-M Downtown campus; the last two were held at Milwaukee County Hospital.

Refresher courses for inactive nurses have been offered in different sections of Wisconsin (by Extension) and in the nation for a number of years, but were first offered in Milwaukee in February, 1959. Newspaper publicity was arranged for the courses planned. The newspaper was the only means of reaching these women who have been away from nursing, some for many years. The enthusiastic response for such a course was overwhelming. It was planned to limit the courses to twenty enrollees and twenty nurses enrolled during the first few hours of the morning following the newspaper publicity. Another course began one month later, with full enrollment. One or two similar courses will probably be offered during the fall of 1959. This seems to indicate that inactive nurses will return to active nursing, part or full-time, when their family responsibilities have decreased if they are given some help in regaining their confidence for nursing. This program helps recruit personnel in a profession which has serious shortages.

Marquette has a program of graduate study for nurses in Milwaukee, the only one in the state of Wisconsin. It also has a strong undergraduate program for nurses. It does not, however, at the present time offer refresher courses or other types of in-service programs such as those offered by the Extension Division. The Extension Division has utilized staff from St. Joseph's Hospital affiliated with Marquette in its program. Up to the present there have been no jointly sponsored activities.

Activities participated in by Mrs. Regan, in most cases as speaker or discussion leader, related to her work in nursing education in Extension include:

Institute on Oxygen Therapy, Madison, 9/3-5/58

Wisconsin Nurses Association Convention, Milwaukee, 9/24-26/58

College Health Day, Milwaukee, 10/11/58

Institute on Methods of Teaching, Ellison Bay, 10/29-31/58

Midwest Regional Conference of State Department of Nursing Personnel, Madison, 11/2-4/58

Refresher Course for Nurses, Care of the Patient with Diabetes, Appleton, 11/6-7/58

Institute on Administration in Nursing, Prairie du Chien, 1/8/59

Annual Meeting of Directors of Nursing and Nursing Education and State Department of Nursing Personnel, Madison, 1/14-15/59

Institute on Cancer Nursing, Milwaukee, 2/20/59

Refresher Course for Nurses, Care of Geriatric Patient, Prairie du Chien, 2/25/59

Annual Meeting of Wisconsin Anti-Tuberculosis Association, Milwaukee, 4/23/59

Institutional Nursing Service Administrators Institute on Progressive Care Units, Green Lake, 4/30-5/1/59

Regional Workshop, "New Developments in Vocational Programs for Mentally Retarded," Milwaukee, 5/17-18/59

Institute for Nurses, Management of a Hospital Unit, La Crosse, 5/21-22/59

In addition, Mrs. Regan has served on planning committees developing programs in the following areas:

Orientation to Nursing

Content for course for nursing home operators

Vocational rehabilitation of mentally retarded

Coordination of practical nursing classes with practice sessions

She has also

1. Planned and organized the Nursing Section of Milwaukee Extension Division.

2. Acted as liaison between UW-M staff and University of Wisconsin School of Nursing Director in the interest of nursing.

3. Counseled approximately 15-20 graduate nurses interested in the UW-M nursing program.

4. In addition, Mrs. Regan has attempted to secure and make available necessary professional reading in the field of nursing. In this activity, she has planned a list of books which have been requisitioned and are now available at the UW-M Library and has obtained (from donations) current professional magazines for both UW-M and the Extension Libraries.

While teaching credit classes, visitations were made to hospitals to relate the credit course content to practical problems of nursing. In this connection, the following hospitals were visited:

1. Bellin Memorial Hospital, Green Bay
2. St. Mary's Hospital, Green Bay

3. St. Vincent's Hospital, Green Bay

4. St. Nicholas Hospital, Sheboygan

5. Kenosha Hospital, Kenosha

6. St. Catherine's Hospital, Kenosha

Need for Expansion of program of Nursing in the Milwaukee area

An expansion of the nursing program in Milwaukee is needed because of these factors:

1. As nursing skills become more complex and more is expected of the nurse, new skills must be learned.

2. Since nursing is primarily a women's profession, there is a rapid turnover of personnel, and subsequent need for continuing educational programs.

3. There is a general trend in the country for increasing employment of older women, and nursing is no exception. The inactive nurse returning to active practice needs special re-training programs.

4. The concentration of nurses in Milwaukee is higher than any other area in the state, so the educational opportunities should be greater.

5. A high proportion of employed nurses are married and will not leave the immediate area to obtain further education.

The specific needs for educational offerings in nursing in Milwaukee include both credit and non-credit work.

Credit Courses:

There is a continuing and increasing need for credit courses for graduate nurses, particularly those courses which help nurses meet minimum standards for teaching as established by the State Board of

Nursing (Ward Teaching and Ward Administration). There is also an increasing demand for courses in public health nursing.

Non-Credit Activities:

In addition to credit classes, the areas in which there are particular needs for in-service and refresher courses, workshops, institutes, and conferences are listed below.

1. Clinical Nursing - including medical, surgical, pediatric, obstetric, and psychiatric nursing.

2. Teaching of nursing - for instructors in schools of practical nursing and schools of professional nursing, as well as for instructors of nursing aides.

3. Nursing Administrators - for nurses in head nurse and supervisory positions.

4. Occupational Health Nursing - for nurses employed in business and industry.

5. Refresher courses for inactive nurses and special courses for nurses employed part-time.

6. Consultation service to hospital nursing departments. This would seem to be a logical function of the University.

Political Science (Bureau of Government)

While the Milwaukee office had no regular staff members in Political Science, two staff members have worked in the Milwaukee program with some degree of regularity - John W. Ryan in local government and Robert W. Hattery in world affairs. In addition, Sandra LeGath served as a research assistant in world affairs during 1958-59.

During the second semester, Mr. Ryan conducted a course in Management and Supervision for Public Officials. Twenty-nine persons were in attendance. He also organized a class in Public Relations for Government Administrators which was conducted by Mr. Schoenfeld. Twenty-nine persons were also enrolled in this course.

In consultation with local officials, it is frequently evident that additional assistance is needed by the municipality. This was the situation of the City of St. Francis. This city has contracted with the Bureau of Government to study the feasibility of consolidation with the City of Cudahy and other related problems. This study is being undertaken in the fall of 1959.

During the year, assistance and advice were given to local governmental agencies in planning personnel training programs. A series of such meetings with the Milwaukee City Service Commission enabled the Bureau to schedule some training programs particularly suited to the needs felt by the city personnel officials. Similarly, it was possible to adapt the 1959-60 program of the Bureau to the training needs of the Veterans Administration at Wood Station.

Two conferences were held in cooperation with local groups. The first, Focus on Germany, was the Third Annual Foreign Policy Institute. This program, held on the Kenwood Campus, attracted 513 enrollees and was the largest conference sponsored by the Extension Division in the Milwaukee area. It was co-sponsored by the Department of Political Science, University of Wisconsin-Milwaukee; the World Affairs Council of Milwaukee; and the League of Women Voters of Wisconsin.

The second conference was on The St. Lawrence Seaway--Its Impact on Wisconsin. This conference was held May 7-8, 1959, in cooperation

with the International Association of Personnel in Employment Security. An estimated attendance of 300 were at this conference.

School for Workers

The School for Workers activities in Milwaukee were disrupted last year by the resignation of Richard W. Humphreys on January 26, 1959. A period of time elapsed before Anthony Luchek started work on May 15, 1959. In the interim, the Madison staff was required to assume more than its usual responsibility for the Milwaukee area program. The following tabulation shows the courses offered by Mr. Humphreys outside Milwaukee, plus all classes offered in Milwaukee County, regardless of the source of staff.

| Course Name | Instructor | Where Offered | Enrollment |
|---|---|---|---|
| Fall | | | |
| Time Study | R. W. Humphreys | Hartford | 27 |
| Time Study | R. W. Humphreys | Menasha | 21 |
| Steward Training | N. L. Tibbetts | Milwaukee | 36 |
| Steward Training | Jack Barbash | Milwaukee | 58 |
| Job Evaluation | W. O. Kuhl | Milwaukee | 23 |
| Steward Training | Harry Bovshow | Milwaukee | 20 |
| Labor Legis. II | David Uelmen | Milwaukee | 18 |
| Speech and Parl. Practice I | Fred E. Haug, Jr. | Milwaukee | 10 |
| Winter | | | |
| Time Study | W. O. Kuhl | Milwaukee | 16 |
| Steward Training | Jack Barbash | Milwaukee | 24 |
| Steward Training | Jack Barbash | Milwaukee | 45 |
| Contract Admin. | N. L. Tibbetts | Milwaukee | 18 |
| Speech & Parl. Practice II | Fred E. Haug, Jr. | Milwaukee | 11 |

| Course Name | Instructor | Where Offered | Enrollment |
|---|---|---|---|
| Time Study | R. W. Humphreys | Port Washington | 15 |
| Time Study | R. W. Humphreys | Racine | 39 |
| Time Study | W. O. Kuhl | West Allis | 13 |
| Spring | | | |
| Labor Problems | E. F. Via | Milwaukee | 10 |
| Job Evaluation | W. O. Kuhl | Milwaukee | 7 |
| Labor Legislation | Jack Barbash | Milwaukee | 36 |
| Collective Bargaining | N. L. Tibbetts | Milwaukee | 19 |
| Speech & Parl. Practice | Fred E. Haug, Jr. | Milwaukee | 13 |
| Steward Training | N. L. Tibbetts | Milwaukee | 28 |
| Collective Bargaining | N. L. Tibbetts | Milwaukee | 15 |

In addition to the above classes, four School for Workers conferences were held. The dates of these conferences, subject of the conferences, where held, and the enrollment are shown below:

| Date | Subject of Conference | Location | Enrollment |
|---|---|---|---|
| 1/10/59 | Labor Looks at Metro. Govt. | Milwaukee | 125 |
| 4/4-5/59 | Educational Conference, I.U.E.W. | Milwaukee (UW-M) | 36 |
| 4/25/59 | Labor Looks at the Crisis in Europe | Milwaukee (UW-M) | 67 |
| 5/1-2/59 | Educational Conference, A.I.W. | Milwaukee | 147 |

There appears to be an increasing interest in liberal education for adults, in the Milwaukee area. It is hoped that future programs in liberal arts courses can be developed in the School for Workers program as a long-range objective.

There is also evidence that national groups may look with favor on Milwaukee and the University of Wisconsin-Milwaukee as a site for a number of important meetings. In view of the leadership which the School for Workers has exerted over a period of time, this would appear as a logical culmination. However, this will not materialize unless certain contacts are made and maintained.

With the volume of business in labor education in the Milwaukee area, it is obvious that additional staff is needed. If an additional person were located here, another specialty could be added and the present program strengthened. This should make possible some reduction in staff travel time and expenses.

Other Extension Activities

School of Social Work activities have engaged considerable attention of the Extension Division in Milwaukee. During the first semester, Virgil Brown offered two courses in Institutional Care of Children and Youth. One of the courses was for those not having previous work of this type and the other was for those who have previously had course No. I or the equivalent. The attendance was 18 in Course 1 and 22 in Course II.

During the second semester, Mr. Soffen of the UW-M staff offered an eight-meeting course in Foster Home Care for Children and Youth for 18 house parents. It is requested that this course be offered again in the fall and be extended to 18 meetings. The cost of courses of this type is paid for in full by the Department of Public Welfare and the courses are offered by the Extension Division.

There has been considerable activity in correspondence study in Milwaukee, although it has not approached the potential in this area.

There has been some speed-up in enrolling high school students by contacting the principals directly rather than by letter. Three staff members at UW-M have assumed major responsibilities in this correspondence study field.

1. Elmer F. Ahlman in course writing for USAFI
2. Cornelius Golightly in developing a directed study course in Philosophy
3. George Lindenberg in correspondence course development and fee grading

In connection with Operation Metropolitan, a program of study carried on in Milwaukee in cooperation with public and private human relations agencies, another member of the School of Social Work, Max Kurz, compiled important data relative to specific types of welfare problems in Milwaukee County. These data provide a basis for analysis of families who are on welfare rolls for a long time and for whom very substantial payments are made.

A seminar for Directors of Child Care Institutions was held in Milwaukee during the past year. Participants represented 27 different institutions, with a total enrollment of 40 people.

Two courses in the Wisconsin Idea Theatre field were given in the Milwaukee area last year (1958-59). One was in Television and Radio Script Writing by E. L. Kamarck in Milwaukee, with 20 students enrolled. It was entitled, Theatre Crafts. The other was also Theatre Crafts offered by Mrs. Nancy Hoffman at Hales Corners. Sixteen students were enrolled. In addition, the Annual Meeting of the Wisconsin Arts Foundation was held on the Kenwood Campus on November 15, 1958. There were 45 in attendance at the conference.

Another field in which expert help and consultation is needed in Milwaukee is in acceleration of reading and the diagnosis and

remediation of reading difficulties. A small beginning was made last year in offering a course in reading improvement for selected staff members of The Milwaukee Journal. Fifteen were enrolled in the course. This enrollment represents the maximum number permitted to enroll in an individualized course of this type.

Other types of programs carried on in the Milwaukee area included:

| Subject | Instructor | Where Offered | Enrollment |
|---|---|---|---|
| Leadership Training | F. E. Haug | Wauwatosa | 47 |
| Advanced Leadership Training | R. H. Schacht | Wauwatosa | 25 |
| Lawyers' Seminars | W. B. Smith | Milwaukee | 45 |
| Pharmacy Lecture Series | R. S. Strommen | Milwaukee | 45 |
| Wisconsin Conference on Utilization of Engineers, Scientists and Technicians | P. J. Grogan | Milwaukee | 150 |

Because these activities were staffed largely from Madison, and the Milwaukee Area office of the Extension Division had only minimal responsibility, they are not discussed in any detail.

Throughout this report a large variety of institutes and conferences is listed for which physical facilities must be found. Many different departments and Bureaus at both UW and UW-M in sponsoring institutes and conferences look to the Extension Division in Milwaukee to arrange for adequate space for large group meetings, sectional meetings of the larger group, small group conferences, meal facilities and other type accommodations. The expanding Extension program here clearly indicates the need for adequate space and facilities designed for and assigned to be used exclusively for group meetings, institutes, and conferences. This obviously is not possible within the present building space currently available in the Tower Building or on either

campus of UW-M. It is apparent that UW-M needs a "Wisconsin Center" building for an expanding conference-institute program.

A summary table, by type of activity, reveals the number of people with whom the Milwaukee Extension office and UW-M personnel have worked during the past year. While the number is substantial it represents only a small per cent of the potential in the Milwaukee area.

SUMMARY TABLE

Bureau of Lectures and Concerts: Total number of participants = 130,000

| | | |
|---|---|---|
| Conferences and Institutes | | |
| Political Science (World Affairs-St. Lawrence Seaway) | 813 | |
| School for Workers | 375 | |
| Commerce | 203 | |
| Education | 172 | |
| Engineering | 150 | |
| Wisconsin Arts Foundation | 45 | 1,758 |
| Special Classes | | |
| Education | 1,971 | |
| School for Workers | 522 | |
| Nursing | 152 | |
| Leadership Training | 72 | |
| Social Work | 58 | |
| Lawyers' Seminar | 45 | |
| Pharmacy Lecture Series | 45 | |
| Wisconsin Idea Theater | 36 | |
| Political Science | 58 | |
| Accelerated Reading | 15 | 2,974 |
| Credit Classes | | |
| Education | 180 | |
| Nursing | 97 | |
| Sociology | 15 | |
| Science-Education | 16 | 308 |
| Other | | |
| Experimental Elementary School Pupils | 210 | |
| Correspondence Study | 945 | |
| Television and Radio Programs (Estimated)* | 63,997 | 65,152 |
| Total | | 200,192 |

*This number was estimated by using the figure of 7.4% of the TV Milwaukee County households which indicate they watch Channel 10 once or more per week. This represents an audience of 36,570 TV households. Using an average of 1.75 viewers per TV set gives an audience of 63,997 individuals. In addition, a thirteen-week radio series was conducted over station WFOX and tapes made available to the state network and commercial stations state-wide. No estimate of the number of listeners is included in the above figure.

A Look Ahead

Milwaukee, within easy travel distance of nearly one-half of Wisconsin's estimated 3,900,000 population, represents a substantial share of the University Extension Division's potential program. Within Milwaukee County alone, over one-fourth of the total population of Wisconsin resides. In addition, this is a rapidly growing area. In fact, most of the future growth in Wisconsin is likely to be in the urban lakeshore region, plus a few other urban centers. It is expected that the rural farm population in Wisconsin will continue to decline. If the University Extension Division is to take its resources to the people, those resources must be available in a large measure in the Milwaukee area. How these services can be provided most efficiently is worthy of the best thought and ingenuity of those responsible for the administration of the Extension Division.

It would seem a serious mistake to assume that, because half the people of the state live within easy travel distance of Milwaukee, half of the total Extension staff should work in Milwaukee or out of the Milwaukee office. It would be an equally regrettable mistake to assume that all programs developed for the balance of the state are suitable for Milwaukee. Rather, it would appear that we should attempt to identify the needs of a highly organized, multiple-governed, densely populated, metropolitan area and to attempt to meet these needs. Whether this requires more or less than half of the Extension staff is largely irrelevant. The important consideration is the identification of needs, the determination of which needs should be met and how this can best be done. Staff allocations should be based on these determinations.

During the initial period of identifying needs, Extension personnel must be available to work closely with community groups to achieve a vital understanding of the needs of a large metropolitan community. To permit the individuals and community groups to identify needs without our assistance and counseling is to abdicate our function of educational leadership. While expressing appreciation for the generous and competent service provided by the Madison staff working in Milwaukee, it is my considered judgment that only as a person lives - as well as works - in Milwaukee, can he make his maximum contribution, developed out of a deep understanding of the desires, aspirations, potentials, difficulties and needs of a community and its people. It is out of this type of understanding that the future programs of the Extension Division in the Milwaukee area should be constructed.

## Staff in the Extension Office - Milwaukee
## 1958-59

1. Extension Division Staff Working in Milwaukee*

   Mrs. Grace Chatterton

   Mr. Sherwood Collins

   Mr. Anthony Luchek

   Mrs. Elizabeth Regan

   Mr. John Ryan

   Mr. LeRoy Peterson

2. Staff Jointly Employed with UW-M:

   Mrs. Monica Bayley

   Mr. William Breese

   Mr. Willard Downing

   Miss Lenore Dunlop

   Mr. William Jenkins

   Miss Sandra LeGath

   Miss Lanore Netzer

   Mr. John Phelan

   Mr. Laurence Rathsack

   Mr. Otto Schlaak

   Mr. Adolph Suppan

   Mrs. June Vrsata

3. Office Staff:

   Miss Carolyn Cannon

   Miss Marian Parmley

*Does not include staff who work in Milwaukee occasionally.

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